a receiving code segment that receives a company selection including an indication of whether a company is an end user company or a commodity company;

a calculating code segment that calculates an estimated value of the selected company;

an icon displaying code segment that graphically displays an icon that an end user moves to vary an underlying assumption of the estimated value; and

a value displaying code segment that graphically displays, in real time, a representation of the estimated value of the selected company based upon the varying end user selected assumption.

12. The medium according to claim 11, further comprising:

a stock price code segment that obtains an actual stock price of the selected company; and

a stock price displaying code segment that graphically displays a representation of the actual stock price to enable a visual comparison between the actual stock price and the calculated value.

13. The medium of claim 11, further comprising a category displaying code segment that displays categories and subcategories in response to receiving the indication.

14. The medium of claim 13, in which the categories displaying code segment displays each successive subcategory to the right and below a previous subcategory.

15. The medium according to claim 11, in which the estimated value comprises a stock price.

16. The medium according to claim 11, in which the estimated value comprises a bond price expressed as a bond yield.

17. The medium according to claim 11, in which the estimated value comprises a bond price expressed as a bond yield and a stock price.

18. The medium according to claim 11, in which the estimated value is based upon proprietary data, the proprietary data being stored on a protected server.

19. The medium according to claim 11, in which the estimated value is calculated based upon the equation $LogY = a + b \times LogX$,

where $a = $ Sum of $LogY/n - b($Sum of $LogX)/n$ and $b = (n(Sum(LogX \times LogY)) - ($Sum $LogX) \times ($Sum $LogY))/(n($Sum $Log X^2) - ($Sum $LogX)^2$.

20. The medium according to claim 11, wherein the estimated value accounts for a private debt premium and/or a private equity discount.

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